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The brand **consistency** audit

Print it, walk from your sign to your Instagram to your business card, and tick. Twenty checks tell you whether your brand is one thing or twenty — and which fix comes first.

- Twenty checks in five sections
- A reason for every check
- A 0–20 scorecard

Walk your premises and your platforms in about 30 minutes — the door, the sign, a business card, then your phone. Tick each check that is true today, not how it is supposed to be. Add the ticks at the end.

Logo use & lockups

5 CHECKS

- ☐ **The same logo file (not a screenshot or a resave) is used everywhere.**
A recompressed logo blurs at large sizes and looks unofficial.
- ☐ **Clear space around the logo matches the brand guide, not "whatever fits".**
Crowding a logo is the fastest way to make it look careless.
- ☐ **A minimum size is respected on every material.**
Below it, detail and legibility break down.
- ☐ **Only the approved lockups (horizontal, stacked, icon) are in use — no stretched or recoloured versions.**
A stretched logo is the single most common brand mistake.
- ☐ **The logo sits on approved backgrounds only, with enough contrast to read at a glance.**
A logo that disappears into its background does not work as a mark.

Colour & contrast, screen and print

4 CHECKS

- ☐ **The same colour values (hex for screen, CMYK/Pantone for print) are used everywhere.**
A colour that shifts between channels reads as a different brand.
- ☐ **Text on brand colours meets a readable contrast ratio.**
Low contrast is invisible to you and unreadable to everyone else.
- ☐ **Print colours are proofed against the digital palette before a large run.**
Screen and print rarely match without a proof.
- ☐ **No unapproved tints or gradients have crept into recent materials.**
A palette that grows unchecked stops looking designed.

Typography in Arabic and Latin

4 CHECKS

- ☐ **The approved typefaces are installed and used — not a system substitute.**
A substituted font is the first thing a trained eye notices.
- ☐ **Arabic and Latin type pair consistently across materials (weight, size, baseline).**
Mismatched pairing makes bilingual pages look like two different brands stapled together.
- ☐ **Heading and body hierarchy is consistent across the website, social and print.**
Readers scan by hierarchy before they read a single word.
- ☐ **Arabic text is never mirrored, stretched or set in a Latin-only weight.**
These distort letterforms and break legibility.

Signage, stationery and uniforms

4 CHECKS

- ☐ **Exterior and interior signage carry the current logo and colours.**
Signage often survives two or three rebrands unnoticed.
- ☐ **Business cards, letterhead and invoices match the current identity.**
These are what a partner or supplier keeps and re-reads.
- ☐ **Uniforms and badges use the approved colours and logo placement.**
Staff are a walking touchpoint; inconsistency there is visible all day.
- ☐ **Vehicles, packaging or delivery materials (if any) match the same system.**
The brand is judged by its weakest touchpoint, not its best one.

Social templates and tone

3 CHECKS

- ☐ **Post, story and cover templates use the current logo, colours and type.**
Social is usually the first place a new brand element should appear — and the last place it gets updated.
- ☐ **Captions and replies sound like one voice across platforms.**
A brand voice that changes tone per platform reads as several different accounts.
- ☐ **Profile photos and cover images are current and consistent across platforms.**
A stale profile photo undercuts every fresh post beneath it.

Add up your ticks (out of 20)

SCORE	WHAT IT MEANS	NEXT STEP
17–20	Consistent	Your brand is one thing wherever it appears. Revisit the list every six months.
11–16	Recognisable but inconsistent	Start with the logo and colours, then print, then social.
6–10	Fragmented	Fix the single source of truth (a brand guide) before anything else.
0–5	Scattered	Prioritise a new identity system over patching the old one.

This is not a formal audit. It is a fast way to order your fixes. Logo and colour come first, always — everything else is built on them.

One audit, twenty checks — now the fix.

This tells you what is inconsistent. A tailored proposal covers the fix: a visual identity system that stays one thing everywhere it appears.

Get your tailored proposal — majadv.com